

CLAIMS:

1. A film strip product comprising:
a container comprising a tray having a front, a rear, a bottom wall and at least one side wall;
a lid slidably translatable relative to said tray between open and closed positions; and
a plurality of edible film strips contained within said container;
said bottom wall having a transverse ridge configured so that a leading edge of a film strip may be forced upward above said at least one side wall by forcing said film strip forward toward the front of the container against the ridge while applying downward pressure thereto when said lid is in an open position.
2. A film strip product in accordance with claim 1 wherein said tray comprises a front wall, a rear wall and a pair of side walls, and wherein said ridge is adjacent to said front wall and spaced therefrom.
3. A film strip product in accordance with claim 2 wherein said bottom wall includes an indentation on its lower surface.
4. A film strip product in accordance with claim 3 wherein said ridge comprises an upwardly sloping ramp surface and a downwardly sloping back surface, and wherein said film strips are dimensioned to fit in said tray without overlying said ridge.
5. A film strip product in accordance with claim 1 wherein said ridge comprises an indentation in the exterior of said bottom wall and a corresponding convexity on the interior thereof, and wherein said indentation is manually engageable to facilitate application of longitudinal force to said tray to facilitate opening and closing, and wherein a user may hold the container, open it, dispense a single film strip without dispensing or spilling additional film strips, and close the container, all using only one hand.

6. A film strip product in accordance with claim 5 further comprising a detent for releasably retaining said tray and lid in closed position, and one or more stops to define a fully opened position for said lid and inhibit displacement of said lid beyond said fully opened position.
7. A film strip product in accordance with claim 6 wherein release of said lid from closed position requires application of a first force, and wherein said lid is capable of linear travel past said fully open position without damage to said container only upon application of a second force greater than said first force, and wherein said detent and said stop comprise small protrusions on a lower surface of the lid.
8. A film strip product in accordance with claim 7 wherein said tray comprises a deep rear portion, a shallow front portion, and a sloped transition portion therebetween.
9. A film strip product in accordance with claim 8 wherein said ridge adjoins said sloped transition portion.
10. A film strip product in accordance with claim 9 wherein said has a plurality of parallel elongate transverse indentations formed in its bottom surface at said deep rear portion to provide concave regions for manual engagement to facilitate opening and closing, and corresponding convex interior ribs supporting said film strips.
11. A film strip product in accordance with claim 10 wherein said tray and lid are made of a metal comprising steel, tin or aluminum.
12. A film strip product in accordance with claim 11 further comprising a manually engageable direction-indicating protrusion on said lid performing a dual function of indicating an appropriate direction of movement of the lid relative to the tray for opening thereof and facilitating application of longitudinal manual force to said lid.

13. A film strip product in accordance with claim 12 wherein said direction-indicating protrusion is generally triangular in shape, and wherein additional dual function manually engageable indicia are embossed and printed on said lid.
14. A film strip product in accordance with claim 13 wherein said tray and said lid each have longitudinal rolled rim portions, with the longitudinal rolled rim portions of said lid being beneath those of said tray, and with the respective rolled rim portions of said lid and tray having adjacent convex generally cylindrical surfaces with substantially parallel axes and being rolled through arcs of between 180 and 360 degrees.
15. A film strip product in accordance with claim 14 wherein said film strips have a lower coefficient of friction with each other than with a consumer's digit.
16. A film strip product in accordance with claim 15 wherein the lid has a hemmed front edge.
17. A film strip product in accordance with claim 16 wherein said tray and lid have low friction surface treatments to facilitate sliding of said lid relative to said tray.
18. A film strip product in accordance with claim 17 further comprising a tray insert that constrains the film strips within the tray to prevent accidental spillage while leaving portions exposed for manual engagement during dispensing.
19. A food product container comprising:
 - a tray having a front, a rear, a bottom wall and at least one side wall; and
 - a lid slidably translatable relative to said tray between open and closed positions;
 - said bottom wall having an interior transverse ridge adjacent to said front wall and spaced therefrom, and a corresponding exterior indentation;

said tray comprising a deep rear portion, a shallow front portion, and a sloped transition portion therebetween;

said bottom wall being sloped in said transition portion.

20. A container in accordance with claim 19 wherein said ridge adjoins said sloped transition portion, further comprising a plurality of film strips stacked in the container to the rear of said ridge and supported at least partially on a plurality of ribs in said bottom wall.